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For Immediate Release

The Advertising Super Bowl – Viewer Reactions That Actually Say Something

Dialsmith and maslansky + partners launch 2017 Super Bowl ad ratings site

Portland, Ore. and New York, NY (January 31, 2017)—Monday morning quarterbacking for Super Bowl ads can be, well, so predictable. Behavioral science tells us that people react emotionally before they react rationally. To really get in the minds of the viewers, Dialsmith, in partnership with maslansky+partners, will collect viewer’s second-by-second responses on every 2017 Super Bowl ad.

“Super Bowl advertising is a showcase for the ad industry – and the one time of year that people celebrate watching ads - we are more interested in showing a more realistic response to the work with moment-to-moment, or gut, reactions,” said president of maslansky+partners Lee Carter, “these reactions are able to tell us more about what the participants heard throughout than their rational responses after the fact.”

“Slidermetrix’s ability to gather viewer feedback second-by-second provides a unique reporting angle on the Super Bowl ads,” added David Paull, founder and CEO of Dialsmith. “Unlike most online ratings that ask viewers to give a single score, we collect viewer opinion continuously so we can pull out those magic moments that are making or breaking the ads as well as gather an aggregated score for the ad.”

Viewers interested in rating the pre-released Super Bowl ads, can go now to: <http://slidermetrix.com/rate-the-super-bowl-ads-2017/>. New ads will be available for rating as soon as they are made public. Dialsmith and m+p will reveal final ratings results after the Super Bowl on Monday, February 6.

How it works

Using Slidermetrix, viewers are asked to continuously rate the ad while viewing it, using an on-screen slider with a scale from 0 (“Hate It!”) to 100 (“Love It!”). After rating the ad, viewers can see how their feedback compares to other viewers. This continuous rating method is similar to the moment-to-moment dial testing that market research consultants do for their media clients who use the data for placement and programming decisions as well as for content direction, including decisions by advertisers on the content for ads that air during the Super Bowl.

This will be the fifth consecutive year Dialsmith will be fielding its online ratings tools, Slidermetrix, to collect viewer ratings on every Super Bowl ad.

About Dialsmith

Dialsmith is a Portland, Oregon-based technology company that develops products and services for research, audience engagement and live event polling. Pioneers in the development of audience response tools for capturing and displaying continuous and in-the-moment feedback, Dialsmith is the worldwide marketer, seller and service provider for Perception Analyzer, Perception Analyzer Online, Slidermetrix and ISX Scoring. Featured on CNN, Fox News, 60 Minutes, Food Network, X Games and more, Dialsmith's Perception Analyzer tools are the gold standard for dial testing focus groups, public opinion studies, academic research, mock juries and more. To learn more, visit www.dialsmith.com.

About m+p

Brands and companies are faced with communications challenges that are complex and controversial. And the marketplace is crowded. To address these challenges, maslansky+partners has worked for the past 20+ years to perfect and refine its strategic counsel through cognitive behavioral science research. The strategic agency works with companies to help them translate corporate speak into language that is clear, credible and compelling for consumers and stakeholders. m+p helps clients understand how their audiences process and interpret information and show them how the right words and phrases can drive engagement and action. m+p has worked with many Fortune 500 companies, most of the top retail banks in the US, along with companies like AARP, Starbucks, Merck, Toyota and Pfizer (to name a few) – and because they work within a mix of industries their clients benefit from the agency's breadth of experience.

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